



# THE MASSEUR



## American Massage & Therapy Association

FORMERLY THE AMERICAN ASSOCIATION  
OF MASSEURS & MASSEUSES

OFFICIAL BULLETIN

SEPTEMBER - OCTOBER 1959

DECATUR, ILLINOIS

## Chicago, Site of Next National Convention

### 1959 CONVENTION LONG BEACH, CALIF.

Now that it is over and in the past, all we have are our records and memories of what took place on the sunny shores of the Pacific.

I, like many others, started my journey with the mighty airplane, soaring across miles and miles of beautiful farm lands, desert and mountains. But I finally arrived by bus and the electric railway. Not counting one night the air service put me up in a hotel because of flying conditions. Nevertheless I arrived to compare notes with other members in the lobby of the hotel. Two other members, named John Persona and brother Frank, were forced down in the desert of Nevada right among the one-armed bandits of Las Vegas with a motor of the plane on fire. They escaped and survived to attend.

Wednesday, Aug. 12—Members arriving practically every hour and had been all night. Some of us got our registration over with and struck out for points of interest. I caught the Greyhound bus for Disneyland with some members.

Another group caught the boat for Catalina Island. The late ones had to catch the seaplane and fly over, but they all came back together on the boat. Both groups had been gone most of the day and evening and was naturally surprised when we gathered back at the hotel to see the late comers or new arrivals.

Thursday, Aug. 13—Things began to hum this morning sorta like a convention. By this time we had 75 or 80 registrations. And we were ready for business. So after our regular formality of opening the convention we had welcome addresses by George Gammon and California's state Pres. Irene Jordan. There was also a nice talk given by a man from the Mayors' office, who complimented us on our fine organization. The only other thing I remember he said was that people were migrating to the state of California at the rate of 1,000 per day, so I decided to stay here in Illinois.

Our National President was unable to attend the convention because of personal business and reasons so Frank Persitaz Jr., the First National Vice President pre-

sided. May I add a personal comment, that he did a very, very good job keeping the program moving real smooth.

We conducted business in the morning sessions. Afternoons were devoted to special lectures and viewing exhibits. By the way we had about as nice a bunch of exhibitors as I have ever seen. The hotel was laid out perfect for a convention. Everything was on the same floor, and it was the street level floor at that.

We had the report from the national secretary and the nominating committee was appointed as the last order of business on the first day of assembly. The first evening was free for the members and guests to go swimming in the hotel pool or go to the beach about 3 blocks away. The Pike was just another 3 blocks up the beach where there was a huge amusement park and all sorts of entertainment. Some of us just relaxed and visited.

Friday, Aug. 14—Opened in usual form. This was the day we aired our resolutions and revised the old ones, everything was han-

(Continued on Page 2)



# THE MASSEUR

Bimonthly publication of the  
American  
Massage and Therapy Association.  
formally known  
American Association of Masseurs  
and Masseuses.

Published in Decatur, Illinois  
Charles W. Brooks, Editor  
3111 North Water Street



GEORGE D. GAMMON

## PRESIDENT'S MESSAGE

It was a grand Convention wasn't it? I do not take the credit for it. My committees worked hard to make it a success. Your attendance and enthusiasm was the crowning glory of it.

You have chosen me to be your leader and the men you chose to work with me are the finest that one could wish to work with.

This is the year that The A.M. T.A. can go forward with leaps and bounds. If we fail to do this it will be entirely my fault and I will take the entire blame.

At our Board of Directors meeting we formulated a policy for the coming year. I will give you the highlights.

We are going to incorporate our association and also the Registry so that we are protected from damaging law suits and scurious use of the registry.

Also we have waived the initiation fee for anyone who belongs to another association and wishes to

transfer their allegiance to us. This is for one year so it behooves everyone of us to take advantage of this.

We have authorized Mr. Dave Carlson to have drawn up a model Legislative Bill that can be used by any State wishing license. This will take the best part of every State Law and we can then work for passage in each State. It will have a reciprocal clause so that members moving from one State to another will not have to be re-examined.

We have urged that the Board of Directors work towards establishing an approved school in every State in the Union. So that we can encourage more people to enter the field.

We have arranged with our editor to publish the names of all approved schools in each issue. Also help wanted advertisements of twenty-five words or less will be run free of charge for anyone wishing help. Situations wanted advertisement will be run in the Masseur for **Members Only**. This should be another good reason for operators to join.

We authorized the preparation of a sales prospectus for membership that will be prepared by an expert sales copy writer. It will include the application for membership and can be mailed out to any prospective member.

With all of these things already done, it is my fervent hope, that the enthusiasm generated at the Convention will carry throughout the year, that all members will catch this enthusiasm and go out and make this a banner year with strong State Chapter backed by a Stronger National Association.

We have plenty to give to our members. The Registry and year book. One good patient from this book can pay your dues for life. I know because I received one 2 years ago that I still have. The Registry will bring you prestige in your community providing you let the medical profession know about it. The new legal aid fund is growing and as it grows it gives us power. Power to offset any bad

restrictions, whether local, State or National.

When it is all said and done it is membership that makes us stronger and your officers, your board of directors and your president will give you all the help you need to bring these members in. Ask them, invite them, sell them on this Grand Association.

In the many years I have been associated with this profession and other associations, there is none that I like so well, that does more for its members and or that I could point to with as much pride and say I am a member of the American Massage and Therapy Association.

### (Continued from Page 1)

dled and argued in a smooth manner. Even the changing of the name of the magazine which they failed to do. We did decide the registered certificates were made up with the wrong wording so they are to be done over. The members that have received them will get new ones to replace the ones they now have.

Several little changes in the by-laws, a word here, a line there, will be added or struck. This will take place in your new 1960 year book. Example: In article one, where the by-laws cite the name of the association. This association shall be known as The American Massage & Therapy Association, no other name shall apply. (except where state laws conflict.)

The ladies had a luncheon and style show. The men attended a Gay 90's buffet luncheon. When we reconvened, Dr. Otis Briggs gave us a lecture that was well received. Then Mrs. Emma Veenstra from Michigan talked on the need of massage schools. A few reports. Services held in memory of the several members that died during the past year were conducted by Chas. Brooks and Sam Dahlgren.

We adjourned a little early so the members could get ready for the trip to Knotts Berry Farm and Ghost Town. It took two Greyhound buses loaded with sor-



standing to take all of us out there. We were served a delicious meal of fried chicken with all the trimmings. Then about a four hour tour of the famous Ghost Town. I don't have the space to describe it in detail, but they have duplicated an old town of the west. General store, jail, post office, stages and stage office, train and depot, a replica of a gold mine, blacksmith shops, leather shops, church, and all of this is in action.

Saturday, Aug. 15—Last day of business and convention proper. We took up unfinished business, disposed of it and heard from our insurance counselor, John Hardie. He gave us quite a talk and answered questions for some time.

After lunch we had an interesting talk on philosophy by Francis Humphrey. Then the last but important order of business, report of the nominating committee and election of officers. The following officers were elected:

President—Geo. Gammon, California.

First Vice Pres.—C. A. Tyler, Oregon.

Sec. Vice Pres.—Frank Persitza, Wisconsin.

Third Vice Pres.—Albert Chalmers, Nebraska.

Sec.-Treas.—Sam Dahlgren, N. Dakota.

Board of Directors:

Western District—

Lloyd C. Allen—California.

Jess Williams—Washington.

Central District—

Leanord Neels—N. Dakota

Jean Wells—Illinois.

Eastern District—

Dave Carlson—Georgia

Blandford Jones—Pennsylvania.

We still hadn't decided where we would have the 1960 convention. No one would bid. But we had about 4 bids for 1961. So John Persona came to me and asked if our quad states group could get together, (Iowa, Illinois, Wisconsin, and Indiana) and have it in Chicago. I had a letter from the Chicago convention bureau in my brief case so I read it to the members. It extended an invitation so

that is how Chicago became the 1960 convention city for the AM TA.

Saturday evening we had a lovely banquet. We were served ham and sweet potatoes, etc. Mrs. Chalmers of Nebraska gave us a couple of comical readings, which we had to cut short in order to catch our buses to ride out to the Arragon Ball Room, where we danced and were entertained by Lawrence Welk and his famous band till two in the morning.

Sunday morning—Breakfast—banquet style almost everyone attended. We had to have it early in order to catch the special Greyhound buses to take us out to the Glass Church built on the cliffs along the shore of the Pacific Ocean. I think this was one of, if not the greatest treats sponsored by the California Chapter. A special service and sermon was conducted for our members that Sunday morning. Setting in that church of glass, where you could see the birds, the flowers and shrubbery swaying in the breeze, see the mighty swells and rollers of the Pacific Ocean, yet listening to the words of the minister, sure gave you a feeling of oneness with God. It was a powerful experience.

We had been dismissed and the convention officially closed at the breakfast, so upon returning to the hotel we began to break up fast. Some were to stay over another day for a deep sea fishing trip. Others began to leave that day.

California Chapter member Ellen Chenard, drove Mr. and Mrs. Albert Chalmers and I out to Marine Land to see the trained sea lions and whales. They put on a show every hour for thousands of spectators. They also have about every form of marine life on exhibit there.

I spent the next day with Calif. Chapter Pres. Irene Jordan and her husband Cecil . . . They are a charming couple and I plan to have them visit my home here in Ill. when they attend the Chicago convention. Monday evening after

dark Cecil Jordan drove me up on what is called Signal Hill in L. A. It is a big hill covered with oil wells creaking and groaning 24 hours a day. But what I saw from the top of that hill that night I will never forget. As far as you could see in any direction was a sea of colored lights. He pointed out this town, that city, etc., but to me it was just a beautiful array of Christmas tree lights that stretched from horizon to horizon. Thank you Mr. and Mrs. Jordan for that wonderful experience.

They picked me up at the hotel on Tuesday morning took me on a wild ride on the freeways to the airport out at Lockhead terminal. After I took off they called my family and told them I was on my way. I had said adios to California. Will I be back? Quen Sabe.

Babblin Brooks, editor

## NEWS ITEM

Dear Charles:

Here's hoping that you had a safe and pleasant journey home. Herewith is my report. If at any time I should write anything that would not be acceptable which I hope I may never do, feel perfectly free to re-edit it.

This is the year we go forward, not because of me but because everything is ripe for a boom. The Board you helped select could not be beat anywhere.

I would suggest that you leave the insurance ad that was in the program in the masseur for a few issues. Sam is to get a letter instructing prospective customers how to make out the rather long and tedious application. If we can get enough members insured I am positive that we can materially reduce the rates.

We came out in the black on our Convention and we know that everyone enjoyed it. My committee sure worked and deserves all the praise.

Must go.

Cordially  
George.





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Today, has become yesterdays'  
 memories  
 Let's remember the smile of our  
 friends  
 From wherever you may have  
 roamed  
 We pray you're safely home.  
 Work hard have patience and love  
 mankind  
 With God's will may our hands  
 always mend  
 And in the process make new  
 friends  
 So until we meet again in a group  
 Let's all plan to be in the city of  
 the loop

"CHICAGO"

Irene Jordan.





THE BERRY FARM



BROOKS INTRODUCES THE NEW PRESIDENT



NS AT THE BANQUET



NEW OFFICERS TAKING THEIR OATH

## HELP & PLACEMENT

This column is free to the members. If you need help or employment, if you have anything to sell or if you wish to buy something, just contact the editor with the details.



Console model, muscle stimulator, perfect condition, \$50.00. Also Re Lax O Table for muscle adjusting, like new, cost \$189, will sell for \$100. Mildred Schroat, 1136 E. Cleveland Ave., Decatur, Ill. Member AMTA.

## CORRECTION

We erred — besides that we made a mistake. In the yearbook we have Virginia George listed under directors, Eastern Division from the State of Virginia. She was a director alright but she lives in Massachusetts. Since her name is Virginia do you suppose that could have had anything to do with getting the state a little confused. On top of that we didn't list her school under schools and colleges as an accepted college of massage therapy. Virginia I hope you will accept our apology for these mistakes. I know it's bad enough to just have one mistake

at a time, so you may have to consider this, as two would make a difference. Anyway it was just brought to my attention at the convention and I had no way of making amends.

Ed. Brooks.

## A WORD OF THANKS

We are indebted to Neva Martin of Palermo, California for this fine group of pictures. Thanks Neva for your time and effort and a Job well done.



## ATTENTION MEMBERS

Dear Charles:

If you can reproduce the enclosed for publication in the next issue of our magazine I think it would be good propaganda, and possibly stimulate interest in what is taking place to undermine our profession.

It was interesting to me when we called our local Department store's attention to this unethical advertising they immediately offered to discontinue the sale of the unit.

Dave.

Dear Dave:

I have no way to reproduce the illustration you sent me of the Mechanical Swedish Masseur. But I will print the letters so the members will know how you go about dealing with this type of false advertising.

Chas.

July 7, 1959

Remington Research  
220 Fifth Ave.,  
New York 1, New York  
Dear Sirs:

Your organization has on the market a small vibrating machine which you call the "Swedish Masseur." The term is certainly ill chosen as it is neither Swedish in the type of massage it gives nor is it a masseur. Actually you are guilty of false advertising of the grossest sort.

Swedish massage **must** be given by hand on the bare skin according to the medical dictionary, masseurs, physical therapist and physiatrists. It consists of tapotment, effleurage, petrissage, and friction as well as passive exercise administered by the hand. Does your contraption do this?

As masseurs we feel you have overstepped the bounds of propriety, good business, and good sense in using such a name and we suggest you change the name to something more in line with what your machine is and not what it is not. Already we have taken steps through our national organization

to combat your false advertising and the usurpation of a name that doesn't suit your product.

Very truly yours,  
Glenn D. Carlson.

July 6, 1959

Commissioner George Larrick  
Pure Food and Drug Administration

Washington, D. C.

Dear Commissioner:

The enclosed photo of an ad which appeared in our newspaper yesterday is an example of erroneous advertising at its worse. In this particular case, even the trade name is a mis-nomer. As a masseur I vigorously protest the use of the word massage and masseur for vibrators as is the case in this newspaper ad.

The medical dictionary defines massage as manipulation; methodical pressure, friction and kneading of the body. Must always be applied upon the bare skin. Consists of a centripetal stroking in connection with some muscular kneading from the toes upward. Further, a masseur is a man who massages.

Of course there can be no argument at all when you consider the definition of Swedish Massage or Swedish Masseur. Swedish Massage **must be delivered by hand** in long stroking movements or in forms of passive exercise.

This "Swedish Masseur" is put out by Remington Research of 220 Fifth Ave, New York 1, New York, Department V.

Very truly yours,  
Glenn D. Carlson

## To All Members At Large and All Organized State Chapters:

Please, Please, not next week, but this week, today if possible, send me a copy of the massage legislation you intend to introduce, or if you already have legislation, or a massage act, in effect, in your state, please see that I receive a copy without delay. We wish to help in pooling the information of

the best ideas and provisions found in every Massage Act and contemplated Massage Act. The composite information will eventually be made available to all chapters and members interested in securing legislation to strengthen our profession. If you already have massage legislation in force, please note on your copy the weak points in your bill which you discovered after passage, or provisions which in your judgment should have been incorporated or in some cases left out. Let's help each other out by sharing our experiences and thereby consolidate our gains. A copy of the Georgia contemplated Registered Massage Therapy Act is available to all interested.

D. S. Carlson, R.M.T. Chm.  
Legislative Committee.  
203 E. 2nd. Ave., Rome, Ga.

## GIRL PETITIONS COURT TO PERMIT BRAIN SURGERY

Kansas City, Kas., Sept. 2—(AP)—Miss Charlene Butts has asked the Wyandotte County Probate Court to appoint a guardian for her who would permit a brain operation that could save her life.

Physicians say the girl has a tumor that will make her blind in two years and take her life in four or five years. Her parents, Mr. and Mrs. Charles Butts of Oswego, have refused to consent to the operation.

The girl says her parents are taking the advice of a masseur, who does not believe surgery is necessary.

I received a copy of this article from two different members. John A. Murray, Washington and Dick Frysinger, Illinois. Thanks boys for catching it, I just hope this practitioner isn't a member of our association.—Ed.

## IDAHO

The Idaho Chapter of AM&TA met on June 29th at the Ann Morrison Park in Boise. After the picnic dinner the meeting was called.



to order by Mrs. Minnie E. Keim, president.

Bill of \$14.20 allowed for stamps, cards and stationery.

Election of officers as follows:

Mrs. Lillian D. Johnson, Pres.

Mrs. Minnie E. Keim, V.-Pres.

Mrs. Margaret J. White, Sec'y-Treasurer.

Motion made and carried to pay the registration fees for Mrs. Johnson, Mrs. Bevington and Mrs. White at the National convention in California this August.

Meeting adjourned and out of town visitors were shown the New Ann Morrison Park fountain as it is lighted with colored lights in the evening.

Mary Babbitt, Sec'y

## From The Plane Window

There are billows of whipped cream . . .

Or feathers . . . or snow . . .

To separate us from 'way down below.

Dark clouds we go through

Without any dread,

For we know there is sunshine

A short way ahead.

A path through the sky

Which no foot has trod . . .

And someday I feel

A bit closer to God.

Catherine Starr Wilson.

## NORTH DAKOTA

Here is a copy of our annual meeting and election from North Dakota.

The annual meeting of the North Dakota Chapter was held at Dahlgren's cottage located on Floyd Lake, near Detroit Lakes, Minnesota.

The meeting was opened by Dougald Munro, our Chaplain. Report of the Secretary and Treasurer was read and approved. Our balance is \$160.89 which is very good after taking care of all bills and getting the law passed this year. A motion was passed to delete the Words "Physical Therapy and any other profession in the healing work."

We also are looking into the

question of locating films on Massage so as to have a more interesting and informative meeting.

We also entertained a motion that we have our President and Secretary sign a letter from the Nebraska Chapter that the State Chapters keep \$15 out of the \$24 annual dues. This motion will be put to the National Convention to be decided on.

The election of Officers was uneventful as the new Officers are the same as they were last year. As follows:

Leonard Neels—Pres.

Milford Bakke—V. Pres.

Albert Dahlgren—Sec.-Treas.

Dougald Munro—Dir.

Rachel Gustafson—Dir.

Dougald Munro—Chaplain

Our next meeting will be held at Wahpeton, N. D. on 12 Sept. 1959, with Mr. and Mrs. Leonard Neels as the hosts.

Here also is a report on the work spent on our Massage bill year by year. Our Massage bill was discussed and also we know who is on the Massage Board, they and their terms are as follows:

Dougald Munro, Grand Forks, 1 year.

Sam Dahlgren, Fargo, 2 Years.

Leonard Neels, Wahpeton, 3 Years

In 1955 we introduced the bill in the Senate and also was defeated there because of pressure from two Professions which did not want this to pass at this time.

In 1957 we introduced it again in the Senate and was passed this time with almost every Senator voting for it. This time the House killed it because they didn't like the FENCING PART. (By fencing they mean that the law would keep many from practicing because of certain rules and regulations that must be in a law to

have any effect).

In 1959, we finally made the grade, but only after much hard work by Mr. Leonard Neels, Sam Dahlgren, Milford Bakke, Dougald Munro, and Vlast Vejtasas. It was introduced this time in the House and passed. The Senate amended it so as the Physical Therapists and the Registered Nurses wouldn't be affected by it and then passed the Senate. With the amendment on it now it had to be returned to the House for final passage. The House promptly killed it. The next day it was revived and passed by the House.

The Governor signed the bill and now as of 1 July 1959 we have our Massage bill and will be starting to issue licenses 1 Jan. 1960.

Sincerely Yours  
Albert Dahlgren,  
Secretary-Treasurer

## A Letter From A Patient Vacationing In Alaska

July 28, 1959

The Brook's family:

Thought I would write to you and the family. I have so many letters to write now I will never get caught up Ha. The temp here last night got down to 35 degrees, sure is good weather to sleep, but sun came out this morning at 2:30 a.m. and now at 9:00 o'clock it is 62 degrees and getting warmer. Sun sets at 9:40 p.m. and comes back up at 2:30 a.m. was amazing when we first came up here, but now we are regular Alaskans, don't pay any attention to it I was out last night until 11:30 p.m., when we came in it was about as dark as it would be at home at 6:00 o'clock, but seems you can go to bed and sleep right through it. You would think when one wakes up in middle of night to

THIS IS THE WORDING WE USED ON OUR PETITIONS IN ILLINOIS TO START  
OUR LEGISLATION ON OUR BILL

The signatures that appear on this paper are supporting the Massage Therapy Profession in their effort to obtain a license to regulate this practice in The State of Illinois:-

Name	Address	Occupation
------	---------	------------



see sunshine you would want to wake up but you don't. We are sure seeing different things up here, it is amazing to see how these homesteaders make out, of course that rugged day is for some one much younger than the Holderby's, but I think if they have nerve enough to stick it out they will have it made. Of course Emmett doesn't care much for it, he can't see corn growing. But everyone seems to have money up here and they better have for eats up here are awfully high. A lot of cars, but not very many new ones. Ladd Air Force base is just outside of town and is a wonderful place. Jets fly over us every few minutes, they sure are on the alert all the time, both day and night, have even got used to them. The other day Arley said the plane we came up here on, got off its course so they sent a couple of Jets out and put him back on his course so he came in safe and on time. They say counting the family's and personnel of Ladd and the population of Fairbanks is 43,000 people. Property is awfully high here, saw a frame house here about like where you live, Kay and they want \$50,000 for it and they seem to be getting it. We went through the Museum of Alaskan University, which is located just outside of city and sure is a beautiful place.

We drove to Nenana, which is a Native village about 60 mi. S.W. of Fairbanks, on Tanana River, where we saw them fish with fish wheels, which the natives invented and the only people that are allowed to use them. They are the only people in Alaska who can kill wild life out of season, as long as it is for food. The skin of some of these old natives look just like leather. They live in most any thing and don't see how they keep from freezing in winter, but some look like they have lived a good many winters. Ha. A lot of them drive cars. On this road to Nenana was the beautiful Mts., the road is made of rock and gravel from old gold mines, along the way;

kind of dusty but otherwise a real good road.

Last Sunday the Ladd special service club took a bus load of people to a gold mine to pan for gold, the lady in charge asked Bernice and I to go along. Three women went along with 24 service men, and did we ever have a time. I wore by son-in-laws coveralls, my grand-daughter's boots and old hat turned up in front, a jacket, and with a scarf around my neck sure was a sight, got a picture to show you when I get back, I panned and got several flakes of gold, sure was interesting and I will have a lot to tell you about it when I get home. Flying up here was quite an experience, first we flew over water, then we got over Mts. with pine trees on them, wasn't long until we were over Mt. of snow then I looked out and our pilot told us we were criss crossing the Alaskan highway which you could see very plain. When we were flying over the water I could see animals jump into the water, they tell me up here they were seals. You would be surprised how far you can see down from up there. The farther north we came the Mts. looked just like ice, they just glisten in the sun, sure was a beautiful sight.

Well, my favorite family, I must get busy and help pay for my keep, so will tell you all about it when I get back.

Love,

Your Friends the Holderbys

## BUTTONS & PINS

Lapel buttons and pins are available now. Send your money (\$1.50 each) to Samuel Dahlgren, 1104 4th St. So., Fargo, N. Dakota.

Also new decals 35c & 75c size. Cuts are available for your printing also. \$3.00 each, two sizes, be sure to specify which size you want.

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